ANNUAL 1989 REPORT

A YEAR OF PROGRESS

2023673089

AMERICAN CANCER SOCIETY

MICHIGAN DIVISION INC.

Source: https://www.industrydocaments.ucsf.edu/docs/hrjl0000

Cover Photo:

The Snockestree Class of Throns a cooperative program between the American Carbot Scotts. American librari Association. The goal of the program is reshove all Michigan lages and the area 2000 be comprised of nor conclude. The scredules ing their researcher throns or developed a carbot throns of a factor in

THE AMERICAN CANCER

SOCIETY IS THE NATIONWIDE

VOLUNTARY HEALTH

ORGANIZATION DEDICATED TO

ELIMINATING CANCER AS A

MAJOR HEALTH PROBLEM BY

PREVENTING CANCER, SAVING

LIVES FROM CANCER, AND

DIMINISHING SUFFERING FROM.

CANCER THROUGH RESEARCH,

EDUCATION AND SERVICE.



2023673091

REPORTING PERIOD: SEPTEMBER 1, 1988 THROUGH: AUGUST 31, 1989

LEADERSHIP

s we complete the final year of the 1980's and head into a new decade, it is fitting to reflect on the many achievements of our past year. It has been a time of action. The pages of this Annual Report offer a view of the highlights. The challenges which face the American Cancer Society today have never been greater as we work to transform our vision of total cancer control into reality.



Robert C. Gunn, Ph.D. Chairman of the Board

Growth and change have helped the American Cancer Society become the largest voluntary health agency in the United States, and made our organization vital and responsive. One

important change in Michigan to help us better meet the challenges of the coming decade was an organizational one, moving from an "Area" to a "Group" concept. Another was the discovery of our influence in the legislative arena. Robert Gunn, Ph.D., Chairman of the Board stated. "It is exciting to see our actions make a difference in the quality of life for the people of Michigan. This past year we spearheaded the passage of five new laws to improve breast cancer screening and care. Strong advocacy by the American Cancer Society will lead to improved cancer diagnosis and treatment, and ensure access to cancer treatment centers. What we have accomplished shows the deep commitment volunteers have to these goals."

Volunteers and staff are the heart and soul of the American Cancer Society. Their inspiration and efforts are essential in developing new ideas and refining current



Lawrence Manning, D.D.S. Division President

programs. "Our job during the next year will be to continue to give people hope," says Division President Lawrence Manning, D.D.S. "Hope through programs that raise dollars; hope



Bill Barram

Executive Vice President

through education that illuminates; hope through service that sustains the human condition; and hope through research that will ultimately save lives and reduce suffering." As caring and concerned citizens of Michigan, our volunteers and staff are committed to aiding and educating our fellow neighbors. Together we reach toward excellence through people and programs, providing a source of confidence, strength and hope to cancer patients and their families. The stage is set for an exciting future as we work together daring to dream of a better world without the threat of cancer.

As volunteers, staff and financial supporters of the American Cancer Society. this Annual Report is dedicated to you and reflects your commitment to saving lives. On behalf of the Division's Board of Directors, we salute you!

RESEARCH GRANTS

ore than one third of the American Cancer Society's national budget supports cancer research. This year, there was \$7,077,070 of American Cancer Society research grants active in Michigan.

Conducted at Michigan
State University, the
University of Michigan,
Wayne State University, the
Michigan Cancer Foundation, and Henry Ford
Hospital, these dollars
support research in the areas

of cell and developmental biology, immunology and immunotherapy, chemotherapy and hematology, prevention, diagnosis and therapy as well as psychosocial and behavioral research. Cancer research in the '80's has brought us into new areas of study. Through genetic engineering we can correct impaired immune systems and modify heredity by transplanting foreign genes. Certain antibodies can be produced that will

recognize cancer cells and thus detect cancer early.

Also, there is strong evidence that people can be protected from cancer by what they eat or drink or how they live.

One of the highlights in Michigan was the recognition of our researchers at a special luncheon held at the Eleanor & Edsel Ford House in Detroit. Twenty-five individual researchers enjoyed the opportunity to talk with the American Cancer Society volunteers, staff, and each other to share their work.

We've come a long way in our research efforts, and we'll continue to expand those efforts until we see cancer eliminated.

During this past year there were 56 active American Cancer Society Research Grants in Michigan. These grants are awarded by the National American Cancer Society upon application by the researcher and a rigorous

review of each application by a peer group review process. Those institutions where the research is being conducted are:

ACTIVE GRANTS							
INSTITUTION I	IUMBER OF GRANTS	TOTAL DOLLARS					
UNIVERSITY							
OF MICHIGAN	32	\$3,765,135.00					
MICHIGAN STATE							
UNIVERSITY	8	\$1,224,750.00					
WAYNE STATE							
UNIVERSITY	9	\$888,485.00					
MICHIGAN CANCER							
FOUNDATION	5	\$910,500.00					
HENRY FORD HOSPI	TAL 2	\$288,200.00					

As of December 31, 1989.

PUBLIC EDUCATION

₹ he Michigan Division's dedication to helping people protect themselves against cancer was prominently recognized when Michigan received the National Gold PACE Setter Award. The Michigan Division was one of only eleven divisions to receive this prestigious public education award. Nearly one million adults and one and a half million school children received information regarding prevention, risk reduction and early detection of cancer through ACS sponsored education programs.

Early in 1989 eleven public education advocates were trained to serve as liaisons between the division's Public Education Committee and Unit Boards of Directors. The advocates will speak to unit boards at their request about the importance of unit public education programming.

For the second year the Great American Low Fat Pig Out was also a success. Sixty-one thousand adults were encouraged to think seriously about the relationship of diet and cancer while giving them the opportunity

to make wise choices from

specially prepared menu selections. In the schools nearly 162,000 students

chose

The Gold PACE Setter
Award... The Michigan
Division was one of only
eleven divisions to receive
this prestigious public
education award.

healthy low fat meals on that day.

Eighteen registered dieticians became Master Trainers for our "Taking Control" and "Eat Smart" programs. The function of these Master Trainers is to support the public education efforts of the local ACS units by conducting training sessions for facilitators.

In May of 1989, 3,200 people received free skin cancer screenings by dermatologists at 30 sites. Nine hundred eighty-nine pre-cancerous conditions were found.

Twenty-seven units achieved PACE status this past year. Twenty of these units received the Gold PACE Setter Award, the highest award that can be given to a unit for its public

education programs. The

Award was presented to three individuals for their exemplary and continuing volunteer service.

Life Saver

Anderson from our Oakland unit was recognized by the National Public Education Committee with its 1989 Ruby Life Saver Award.

year, we will be preparing information to be used with the Michigan Model programs in high schools.

The Michigan Division developed a smokeless tobacco video which was narrated by Ernie Harwell, announcer for the Detroit Tigers Baseball Team. This video has been added to the Michigan Model curriculum materials and is helping thousands of Michigan youth to understand the risks associated with this



Our division has continued to be involved in the Michigan Model for Comprehensive Health Education. As increasing numbers of schools and grade levels begin to use the Michigan Model, more young people are becoming aware of how they can protect themselves against cancer. In the next

tobacco product.
Because of the Michigan
Division's 1988-89 public
education programs we
know that many people
have received the information that they need to
protect themselves against
cancer by prevention, risk
reduction and early detection.

SERVICE & REHABILITATION

here are an estimated 47,500 cancer patients in Michigan. The Michigan Division's Service Rehabilitation volunteers provided a service for 45% of those patients during this past year.

Reach to Recovery led the way in rehabilitation programs. Almost 4000 new breast cancer patients received information, support, and gentle encouragement from the hundreds of volunteer Reach to Reovery visitors across the state. In recognition of the 20th anniversary of Reach to Recovery, a tea was held at the Hyatt Regency in Dearborn for approximately 60 Reach volunteers to recognize their valuable service to breast cancer patients.

"I Can Cope", Ostomy and Laryngectomee visitation and support programs increased their outreach efforts, to extend the development of a strong rehabilitation programming base.

Camp Catch-A-Rainbow saw 62 campers in its third year of operation. Twenty more than the year before. The children enjoyed a week at camp, highlighted by traditional camp recreational fare. Several campers were flown in by volunteer pilots of the "99's", a women pilots' organization. In addition to the regular camp week, we held a pilot pre-school camp for one day and a winter family weekend attended by 40 people. These events were also for children who have or had cancer, and their families.

Support groups started to bloom across the state. A new group, piloted in Wayne County entitled "Focus on Living" targets patients and their families, and "Just Between Us"

groups, started in Macomb County to facilitate the recovery of breast cancer patients.



MEDICAL ACTIVITIES

he Professional
Education Committee reached nearly 23,578
health professionals during
the past year with numerous
educational programs on
cancer incidence, detection
and the latest advances in
treatment methods. Some
highlights are:

- •The accreditation of over 100 mammography facilities in Michigan is a result of the work of the breast cancer detection awareness task force. Michigan now has more approved facilities than any other state in the nation.
- •The distribution of thousands of copies of the CA Journal for clinicians as well as a variety of pamphlets, brochures, and audiovisual materials to health professionals across Michigan.

•The sponsorship of the Great Lakes Cancer Nursing Conference by the Nursing Subcommittee, with participation of 300 health professionals from across the state. This conference continues to be recognized as the premier cancer education program for nurses in Michigan.

- •A one day conference held for primary care physicians on Breast Cancer with over 100 physicians in attendance.
- •An oral CA symposium conducted in conjunction with the Michigan Dental Association reached more than 100 dentists.

During the coming year, the Professional Education Committee will continue to work to keep medical and allied health professionals in Michigan up to date in cancer prevention, detection

and treatment with an eye to finding a cure and improving the quality of life for cancer patients.



COMMUNICATIO, NS

Public information plays a crucial role in reminding the public of the significant contributions the American Cancer Society has made in cancer control. A priority responsibility is spreading, consistently and accurately, the message that "the American Cancer Society helps local people" through services, education

and research. We utilize a total media approach: T.V., radio, cable and print; and non-traditional methods of alternative media: bill-boards, corporate and hospital newsletters and payroll stuffers.

The media is a specifically valuable asset in reminding the public of the

dangers of smoking through the annual Great American Smokeout. Smokeout '89 held on November 16, convinced 10.5% of the nation's 50 million smokers to quit for the day, with 3.9 million not smoking one to three days later. It is estimated that 17.9 million smokers participated in Smokeout '89.

Individuals like Gail Gibson from Kalamazoo, our Courage Award Winner, are also important. By personal appearances and telling their own unique story, they share the hopeful and successful story of cancer survivorship in a personal way.

Through the media and with the continued help of individuals, the American Cancer Society looks forward to continuing its work to develop the Smoke-Free Class of 2000 in Michigan, to identify the significant differences between our organization and other competing cancer groups and to initiate a program to recognize and reward the outstanding cancer communication efforts initiated by the media in Michigan.

It is estimated that 17.9 million smokers participated in Smokeout '89.



INFORMATION SYSTEMS

ast year, we saw the beginning of a new era in the Michigan Division. With the onset of the computer age, many of our offices were equipped with computer terminals. To coincide with this move to automate, several training sessions were held to familiarize staff with the various software packages available.

This computerization enhances the information processing currently being done at the local level, and increases accuracy and thoroughness.

We installed desk top publishing software in the division office. Materials for many programs are now being created in-house with the use of this new system.

During the next year, the division will be expanding its horizons even further

with the implementation of the initial stages of our Information Technology Plan.



FIELD SERVICES

The Field Services
Committee with Phil
Moilanen serving as Chairman led the Michigan
Division in a reorganization
from the geographical areas
to groups.

Thus, restructuring took place in order to group similar sized units, based on population, to provide and maintain more productive and systematized training programs and area management procedures to staff and volunteers. A group vice president was assigned to supervise each of the four groups. Based on 1988 state population figures, we now have 49 units with a population of under 50,000, 24 with 50,000-200,000 and 9 with over 200,000.

The Field Services Committee provided support for the first annual Cancer Survivor's Day Committee chaired by Jim McHale. Because of this committee's efforts, unit participation in this April event increased

over the previous year.

Twenty-one units reported their planned Cancer

Survivor's Day activities to the division. "Winning," a theme song specifically written and produced for

cancer survivors
across the state was
aired on radio stations throughout
Michigan as a
tribute to them and
their families.

Committee members travelled to many of the

Michigan units to present the respective Board of Directors with their 1989 Unit Certifications. The Field Services Committee proudly presented 51 full certification certificates and 21 full certifications with recommendation, along with one limited certification with recommendations, and nine units are working toward organization.

The Field Services Committee was instrumental in initiating the Socio-Economically Disadvantaged (SED) project under the volunteer leadership of

As the 1988-89 year came to a close the Field Services
Committee recognized the need for a consistent division-wide training program.

Phyllis Ledyard, Immediate Past Chairman of the Board. A task force of volunteers and staff was formed to look at unit resources and needs.

A special work group, with the guidance of the Field Services Committee, was formed to review 38 Michigan Division Honor Citation applications this year. Each submission was creative, unique and deserving of review. Fifteen units were awarded Michigan Division Honor Citations and twelve Awards of Merit were presented to deserving units.

As the 1988-89 year came to a close the Field Services Committee recognized the need for a consistent division-wide training program. Efforts are being made to develop and offer a top-flight training program for volunteers and staff through a Michigan Division Training Academy.

INCOME DEVELOPMENT

he Michigan Division raised \$7,546,190 through its income development activities in 1989.

The dedication and hard work of over 51,385 volunteers underscored this outstanding achievement.

Income Development highlights include:

- •Special events income continues to be the largest source of income with over \$2,839,214 raised in 1989.
- Residential Crusade and Educational campaigns raised \$1,501,566 or 20% of the total Division income.
- The managed Mail system brought in \$909,689 or 12% of the total income.
- Memorials accounted for \$1,059,266 or 14% of the total income.

BREAKDOWN OF MAJOR EVENTS

GREAT AMERICAN LOCK-UP

45 Units participated

\$1,079,617 Total

Ingham County \$110,336

DAFFODIL DAYS

35 Units participated

\$75,244 Total

ACS GOLF CHAMPIONSHIPS

35 Units participated

\$652,682 Total

Oakland County "Babe" \$145,776

Kent County Men's \$124,139

CHRISTMAS CARDS

62 Units participated

\$220,163 Total

GROCERS FIGHT CANCER

27 Units participated

\$48,508 Total

Kent County \$13,166

MOVEALONGS

17 Units participated

\$54,651 Total

Grand Traverse County \$12,270

YOUNG ROPESSIONALS

2 Units partici

\$30,757 Total

Oakland County's Rio Festival was the largest event

P U B L I C I S S U E S

he "power of the people" was demonstrated by the American Cancer Society in 1989. At. the request of Representative Maxine Berman (D-Southfield), the staff and volunteers in the Public Issues Department took an active role in the promotion and passage of state legislation to improve breast cancer screening and care. Working with the Professional Education Department, a network of grass

root volunteers was developed and educated on the issues.

Both volunteers and staff testified at a legislative hearing and American Cancer Society volunteers from all over the state successfully lobbied their legislators for passage of the bills. The role of the American Cancer Society volunteers was acknowledged on the floor of the Michigan Senate during debate on the bills. The American Cancer Society in

Michigan is now recognized as a powerful grass roots advocate for cancer related issues.

...as of February 25, 1990, smoking will be prohibited on more than 99% of all domestic U.S. airline flights.

At the national level, American Cancer Society volunteers, including those from Michigan, made thousands of contacts with their senators and representatives in Washington regarding smoking on the airlines. As a

result of this strong lobbying effort, as of February 25, 1990, smoking will be prohibited on more than 99% of all domestic U.S. airline flights. Smoking on airline flights is prohibited anywhere in the contiguous 48 states, Puerto Rico, and the U.S. Virgin Islands. It is also prohibited on flights lasting six hours or less to or from Hawaii or Alaska.

The 1989 Michigan
Tobacco Reduction Task
Force recommendations will
promote the reduction of
tobacco use in Michigan. As
the 1990's begin, the Michigan Division of the American Cancer Society is willing
and able to work cooperatively to reach the task
force's goal of a 50%
reduction in tobacco use by
the year 2000.



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MICHIGAN DIVISION HONOR CITATIONS

Bay Snowmobile Safari

Ingham "Don't Be A Dip" Smokeless Tobacco Program

Cold Turkey Trot Fun Run

Jackson Strategic Planning Retreat

Reach To Recovery-An Illustrated Guide Kent

to Self-Examination

Eating Smart...3-Part News Service

Metro Detroit "Choose" The American Cancer Society Video

Celebrity Wall of Non-Smokers

Great Graphics Go Anywhere/Call My Number

Northern

Michigan Area Corporate Spirit! Award

Young Professionals Committee Oakland

"I Can Cope" -Video

Memorial Program Guide Wayne

> Minority Cancer Awareness Forum Henry Ford Hospital In-House Reach To

Recovery Program

Berrien Cancer Education and Screening Program

Gladwin Gladwin High School Tobacco Cessation

Support Program

Macomb **Marketing Committee**

Metro Detroit Residential Reception/Media Kickoff

Montealm Care and Share

Muskegon Options Unlimited-Video Oakland Great American Lock-Up PSA

Troy Beaumont Hospital's Celebration of Life

Ottawa Newspaper Series-Cancer Survivor's Day

Washtensw Great American Blow-Out

Wavne Do As We Say, Not As We Did: (Learning from a

> Larvngectomee)-Video Cancer Awareness Sunday

NATIONAL HONOR CITATION AWARD WINNERS

MACOMB UNIT

"PINOCCHIO, PLEASE DON'T SMOKE THAT CIGARETTE" This is a musical skit performed by middle school students for elementary students. The musical encourages young people to say "No" to cigarettes and other drugs. Developed by Hedy Blatt, Fine Arts Director of the Troy. School District. The musical was performed before the Division House of Delegates in June by students from Troy's Smith Middle School, under the direction of Mary Anne Williams.

NORTHERN MICHIGAN AREA

CORPORATE SPIRIT AWARD

This award was created to recognize the increasing number of employees who understand the special and temporary needs of their cancer survivor employees. They are supportive and encourage co-workers to be the same. It is these employers who exemplify the true spirit behind Northern Michigan's "Spirit" Award.

NATIONAL DIVISIONAL AWARD WINNER

PHYLLIS LEDYARD

Phyllis Ledyard, Port Huron, received the National Divisional Award, the highest award presented to a Division Volunteer by the National Society upon recommendation of the Division Board. Ledyard is a long-time active St. Clair County volunteer and is the Immediate Past Chairperson of the Division Board.

COURAGE AWARD WINNER

GAIL GIBSON

Gail Gibson, Kalamazoo, was presented with the Michigan Division's Courage Award in recognition of her unrelenting fight to conquer her cancer Beginning with a lump she discovered in her breast, Gibson prevailed through a rigorous treatment of surgery, radiation and chemotherapy.

NATIONAL PUBLIC EDUCATION LIFE SAVER AWARD RECEPIENT

JUDITH ANDERSON, R.N., B.S.N.

Judith Anderson, R.N., B.S.N., of Oakland, received this year's Public Education Public Life Saver Award. This award is presented annually by the National Public Education Committee to a division volunteer who demonstrates excellence in their efforts to share the life saving message of early detection and treatment of cancer. She teaches breast self examination to thousands of women each year, and trains many other nurses to be instructors. Driven by her personal goal to assist every woman in Oakland County to have the best in breast health education and treatment. Anderson also assists many women, without the availability to pay, to find alternative ways to receive competent medical care.

GOLD PUBLIC EDUCATION AWARD

NATIONAL AWARD TO THE DIVISION

Chairman of the Board Robert C. Gunn, Ph.D., accepted the Gold Public Education Award on behalf of the Michigan Division at the National Annual Meeting. The achievement of this award represents the combined effort of all of our units in public education during this past year.



SUPPORT FROM THE PUBLIC

REVENUES & EXPENSES

CURRENT FUNDS

TOTAL ALL FUNDS

	Unrestricted	Restricted	Building, Land and Equipment Funds		Pct.	1988	Pct.
Contributions	\$4,041, 218	\$63,800	\$	\$4,105,018		\$3,835,265	
Special Events	2,728,364	·	 .	2,728,364		2,465,905	•
Special Fund Raising Activities	115,234			115,234		484,290	
Legacies and Bequests	1,697,752	803,190		2,500,942		1,307,915	
Fund Raising Organizations	597,574	· . 	·	597,574		595,323	
Total Support From The Public	9,180,142	866,990		10,047,132		8,688,698	
OTHER REVENUE							
Investment Income	633,373	680		634,053		465,052	
Grants from National Headquarters		60,340	45,864	106,204		48,007	
Total Support and Revenue	9,813,515	928,010	45,864	10,787,389		9,201,757	
EXPENSES				20			
Research and other National Programs	3,672,591	328,413		4,001,004	(43%)	3,568,238	(40%)
Cancer Prevention Study II		31,115		31.115	(0%)		(0%)
Public Education	1,412,312	15,499	27,659	1,455,470	(16%)	1,528,264	(17%)
Professional Education	500,379	5,725	10,491	516,595	(5%)	447,544	(5%)
Patient Services	1,204,408	63,598	20,983	1,288,989	(14%)	1,209,693	(14%)
Community Services	541,785	6,862	11,445	560,092	(6%)	573,353	(6%)
Management and General	324,131	5,634	6,676	336,441	(4%)	405,766	(5%)
Fundraising	1,127,771	15,454	18,121	1,160,746	(12%)	1,175,508	(13%)
Total Expenses and Support for National Programs	8,782,777	472,300	95,375	9,350,452	(100%)	8,908,366	(100%)
Increase in Funds Available for Future Operations	1,030,738	455,710	(49,511)	1,436,937		293,391	
Principal Payments On Building Mortgi	age						
and Installment Contracts	(48,224)		48,224			 	
Acquisition of Fixed Assets	(54,884):		54,884				
Beginning of Year, Fund Balance	5,500,969	78,417	71,478	5,662,239		5,368,848	
End of Year, Fund Balance	\$6,428,599	\$534,127	\$125,075	\$7,099,176		\$5,662,239	

Endowment Funds-Fund balance at beginning and end of year totaled: \$11,375

MICHIGANUNITS

GROUPI

Roger W. Zeh Senior Group Vice President Nancy Kiedel Group Volunteer

Ingham Kent Macomb Muskegon Oakland Wayne Metro Detroit

GROUPI

Julia K. Bizzis Group Vice President Robert Kendail, III Group Volunteer

Allegan Calhoun Genesee Isabella Jackson Kalamazoo' Midland Ottawa Saginaw St. Clair Shiawassee Washtenaw

Lenawee

GROUPIII

Daniel C. Burleigh Group Vice President John Andrews Group Volunteer

Arenac Clinton
Barry Eaton
Bay Gladwir
Berrien Gratiot
Branch Hillsdal
Eaton Huron
Cass Ionia
Clare Lapeer

Eaton Livingston
Gladwin Monroe
Gratiot Montcalm
Hillsdale St. Joseph
Huron Sanilac
Ionia Tuscola
Lapeer Van Buren

GROUPIV

Barbara Barton Group Vice President Maggie Quinn Group Volunteer

Alcona
Alger
Alpena
Antrim
Baraga
Benzie
Charlevoix
Cheboygan
Chippewa
Crawford
Delta
Dickinson
Emmet

Grand Traverse
Houghton-Keweenaw
Iosco
Iron
Kalkaska
Lake
Leelanau
Luce
Mackinac
Manistee
Marquette
Mason
Mecosta

Menominee
Missaukee
Montmorency
Newaygo
Oceana
Ogemaw
Osceola
Oscoda
Otsego
Presque Isle
Roscommon
Schoolcraft
Wexford

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MICHIGAN DIVISION INC.

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Nominating Maggie Quinn

Medical Activities *Harold Bowman, M.D. Communications

Loretta Stanaway

Income Development Nancy Siegrist

Field Services Philip Moilanen

*Kathy Johnson, Ph.D.

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Public Issues *Karen Hudson

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Mary Anne Homann, M.S., R.N.

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West Central Area Ann Bales Roger Erbaugh, D.D.S. Judy Helder Mary Johnson, R.N. J.C. Kim, M.D. Celia O'Connor, R.N. Regio Penna, M.D. Joel Rubin, D.O. Reverand John Staal David VanderWall

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Dean Sienko, M.D. Loretta Stanaway L. George Suhrland, M.D. Barbara Threatt, M.D. Clarence Vaughn, M.D. James Werts Robert Wood

HONORARY LIFE MEMBERSO

Lee Bowerman Harold E. Bowman, M.D. David Buby, D.O. Robert E. Bylenga Jacob A. Dalm, Jr.

Helen Dick Max E. Dodds, M.D. Janet Dorer Wilma Harwood Anne Klerk, R.N.

Lila Kline Virginia Mitchell C. Allen Payne, M.D. Mary Pitts Waldo I. Stoddard

Barbara Stuber Roscoe Stuber, M.D. Audrey Fruchtl-Thornton Clio VanValkenburg

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Nathaniel H. Rowe, D.D.S. Nathional Medical Delegate

James P.Ricker National Lay Delegate Director

Harold E. Bowman, M.D. National Medical Delegate Director Phyllis H. Ledyard National Lay Delegate

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D. Green:Advertising, Itansing, MI

HERITAGE LEAGUE

or both individuals and organizations it is important to look to the future. With proper planning and advice, you can make a difference for generations to come. The American Cancer Society has several programs through which you can provide a deferred gift to aid us in our battle against cancer. By participating in these programs, you will become an integral part of our HERITAGE LEAGUE.

What is the Heritage League?

The Heritage League is made up of concerned individuals who have chosen to leave their mark on life by providing future income to support the programs of the American Cancer Society. By leaving even a small planned gift to the American Cancer Society, you can leave a loving and lasting impression on life.

The American Cancer Society is supported exclusively by voluntary private contributions.

The society's long-range objective is to eliminate cancer entirely. The immediate goal of the American Cancer Society is to save more lives and diminish suffering.

How Can I Join the Heritage League?

You can become a valued member by taking one or more of the following actions:

•Including the American Cancer Society as owner and /or beneficiary in an existing life insurance policy.

- •Including the American Cancer Society in some other planned giving instrument.
- •Naming the American

 Cancer Society in your will.

Naming the society as a beneficiary under the terms of a will can be done in several ways. The simple and direct gift of money (or property) should state: "I give to the American Cancer Society, Michigan Division, the sum of \$__ to be used for its general purposes of the Society."

For a residuary bequest, the will should state: "I give, devise and bequeath to the

American Cancer Society, Michigan Division, for its general purposes, all (or state fraction) of the rest, residue and remainder of my estate both real or personal."**

**These forms and all others shown are merely suggestions as to content and should be written or adapted by legal counsel to fit the donor's individual situation.

For more information on any planned gift, please contact:
Gregory Bontrager
Director of Development
American Cancer Society
Michigan Division, Inc.
1205 E. Saginaw
Lansing, MI 48906
(517) 371-2920



